

Guide to Grant Opportunities and Resources for *Promotor(a)* Programs



Compiled by Migrant Health Promotion

Promotor or *Promotora de Salud* programs build on community strengths to address a wide range of health issues facing underserved minority communities.

Because *Promotor(a)* programs address so many challenges, they can seek funding from a variety of sources. Migrant Health Promotion offers the information in this document to help guide and support other organizations or individuals looking for grant funding for *Promotor(a)* programs. This Guide focuses specifically on identifying grant opportunities and resources. However, remember to explore other forms of charitable support, such as individual donors, community events, donated services and other strategies. Other forms of support are critical between grant cycles and when political or economic climates change.

Migrant Health Promotion reviews grant opportunities and provides information to interested organizations and individuals through email. You may join the *Promotor(a)* Funding Email Group at http://groups.yahoo.com/group/promotora_funding/.

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Part I: Identifying Grant Opportunities – Quick Links

For links to potential funding sources and/or information on preparing grant proposals, check out the following Web sites. More detailed information is provided in the next section. (NOTE: If you are using an electronic version of this Guide, and the links below do not work, please try cutting and pasting the links into your Web browser.)

The Community Health Worker Evaluation Tool Kit (grant writing section)
<http://www.publichealth.arizona.edu/chwtoolkit/>

The Community Tool Box <http://ctb.ku.edu/>

The Foundation Center <http://www.fdncenter.org>

Grants.gov <http://www.grants.gov>

Health Resources and Services Administration (HRSA) – Open Opportunities <http://www.hrsa.gov/grants/>

The Office of Minority Health Resource Center (OMHRC)
<http://www.omhrc.gov/>

Rural Information Center Health Service
<http://www.nal.usda.gov/ric/ruralres/funding.htm>

State Funding Databases and Services: A Texas Example
<http://www.dshs.state.tx.us/fic/default.shtm>

Part 2: Identifying Grant Opportunities – Detailed Information

The Catalog of Federal Domestic Assistance (CFDA)

<http://www.cfda.gov/>

This Web site provides access to a database of all federal programs that are available to: state and local governments; federally-recognized Indian tribal governments; US Territories; domestic public, quasi-public and private profit and nonprofit organizations and institutions; specialized groups; and individuals. Generally, the CFDA provides descriptions of all federal programs, and you will have to contact the funding agency or department for more information about deadlines and how to apply.

The CFDA also offers a guide to “Developing and Writing Grant Proposals” at http://12.46.245.173/pls/portal30/CATALOG.GRANT_PROPOSAL_DYN.show

Centers for Disease Control and Prevention (CDC) National Prevention Information Network

<http://www.cdcnpin.org/scripts/index.asp>

This database includes private and government funding opportunities for community-based organizations and HIV/AIDS, STI and TB service organizations. Details about eligibility requirements, application processes and deadlines are included.

Channing Bete Company

<http://www.channing-bete.com/fundinginformation/>

This Web site lists private foundations, government sources and other organizations that are currently accepting grant proposals. Links to a brief description and summaries of program requirements are included for each opportunity. Opportunities are grouped into five categories. Email alerts are also available, which include advertising for the company’s products.

The Chronicle of Philanthropy’s Guide to Grants

<https://philanthropy.com/services/>

The *Guide to Grants* is an electronic database of all foundation and corporate grants listed in *The Chronicle* since 1995. *Chronicle* subscribers can search grants from the two most recent issues. Complete access to the *Guide to Grants* requires a separate subscription. There is a significant discount if you are also a subscriber to *The Chronicle of Philanthropy*.

The Federal Register

<http://www.gpoaccess.gov/nara/index.html> (FREE search site)

<http://fr.cos.com/> (subscription site)

The Federal Register lists federal agency announcements and information, such as presidential documents, agency meetings and proposed federal regulations. In years

past, the Federal Register was the primary system for announcing federal grant opportunities; however, agencies are no longer required to publish in it. Fewer and fewer federal agencies are using the Federal Register for grant notices. The GPO Access site allows you to search the Federal Register free of charge. You can also subscribe to email alerts and review the contents of each issue quickly.

- ▶ TIP: Since the Federal Register includes numerous federal announcements, it is often more helpful to use this tool when searching for a particular announcement published on a specific date, rather than for general searching.

The Foundation Center

<http://www.fdncenter.org>

The Foundation Center's mission is to support and improve institutional philanthropy by promoting public understanding of the field and helping grantseekers succeed. The Center maintains and regularly updates four distinct directories of annotated links to more than over 2,000 grantmaker Web sites. The directories are organized by grantmaker type. Grantseekers may also search and review information about grantmakers, such as 990 forms filed with the IRS.

If you are entirely new to the grant process or if you are not familiar with the Foundation Center, use their "Online Orientation to the Grantseeking Process" to get you started <http://foundationcenter.org/getstarted/newvisitors/>.

- ▶ TIP: The Foundation Center provides weekly email alerts of new requests for proposals (RFPs). Register online.

Grants for Nonprofits

<http://www.lib.msu.edu/harris23/grants/2sgalpha.htm>

This site provides a compilation of grants and funding sources primarily for nonprofit organizations, organized by subject matter.

Grants.gov

<http://www.grants.gov>

This site lists competitive grant opportunities from numerous federal grant-making agencies. It is meant to serve as a centralized, online process to find and apply for over 900 grant programs from a variety of federal agencies. The site includes search tools and links to full applications. The Grants.gov site encourages electronic applications. Although some applicants are still reporting problems submitting online, Grants.gov has an extremely efficient and friendly telephone helpline. As of mid-2007, electronic submission is mandatory for many, but not yet all, federal grant programs.

- ▶ TIP: Email alerts are available, but are difficult to narrow according to your specific interests. Many federal agencies maintain up-to-date information on their Web sites. If you are only interested in a few federal programs, it may be more efficient to review particular Web sites regularly, or to ask staff where to watch for opportunities.

The Office of Minority Health Resource Center (OMHRC)

<http://www.omhrc.gov/>

The link above connects to the home page of the OMHRC site; click on the 'funding' tab to find information on funding opportunities with the Office of Minority Health and other agencies. The OMHRC offers customized database searches, publications and mailing lists regarding minority populations. OMHRC services are free and can be obtained by calling toll-free 1-800-444-6472 or sending an email to info@omhrc.gov.

Rural Information Center

<http://www.nal.usda.gov/ric/ruralres/funding.htm>

The information on this site is distributed by the Rural Information Center (1-800-633-7701), located at the National Agricultural Library. The RIC site contains a variety of public and private funding resources organized by topic that may be of interest to rural organizations and organizations serving rural populations.

U.S. Department of Health and Human Services (HHS) Center for Faith-Based and Community Initiatives

<http://www.hhs.gov/fbci/funding.html>

This site provides links to federal funding opportunities that are open to faith-based and community-based organizations. Email alerts are available; however, they tend to be less timely than other sources.

Part 3: Potential Sources of Grant Support

A variety of public and private organizations provide grant funding. The following examples illustrate different federal agencies and foundations that may fund *Promotor(a)* programs. **These examples are not meant as a comprehensive list of options.** They are provided to help you identify some of the most appropriate sources of support for your particular program.

Many grantmakers fund programs in specific geographic areas, or prioritize their own communities. This is especially true for smaller foundations, community foundations and corporations or corporate-sponsored foundations. Take the time to get to know the foundations or businesses in your area or state. You may increase your chances of receiving funding and build important relationships at the same time.

Section A: Examples of Federal Agencies and Grant Programs

Many government agencies maintain Web sites with funding information and announcements. There are also Web sites that provide information about multiple agencies, such as Grants.gov. Currently, no single source provides easy monitoring of all relevant federal sources, and many sources provide overlapping information.

Migrant Health Promotion recommends: becoming familiar with federal grant programs in general; watching the ones most relevant to your organization or program carefully; and subscribing to email groups to alert you to new opportunities or deadlines. The following information provides a reference to some of the federal agencies or programs most likely to fund *Promotor(a)* programs.

- ▶ TIP: All the information and forms to apply for federal funding are now available online. Many federal agencies are also beginning to require electronic applications. However, if you are new to grant writing or to federal funding, consider calling the contact person to have an application kit mailed to you. Until you are more familiar with the process, a paper copy can help you to identify the proper forms and sequence to use online.

HHS Administration for Children and Families Office of Community Services (OCS) Funding Opportunities

<http://www.acf.hhs.gov/grants/>

The Administration for Children and Families (ACF), located within HHS, is responsible for federal programs that promote the economic and social well being of families, children, individuals and communities. The Office of Community Services (OCS) offers competitive grants in specific health areas that target low-income persons and families. Examples include the Community Food and Nutrition Program and the Family Violence Prevention Program, each of which could potentially fund *Promotor(a)* programs. Funding announcements are available on the Web site or through Grants.gov.

HHS Centers for Disease Control and Prevention (CDC)

<http://www.cdc.gov/od/pgo/funding/grantmain.htm> (or call 1-888-GRANTS4)

CDC funding opportunities (grants and cooperative agreements) are listed under a variety of categories. Click on the program announcement to view a description of the program and the deadline. Be sure to confirm your eligibility to apply. Many CDC programs are limited to state health departments or national organizations, as defined by the CDC.

Environmental Protection Agency (EPA)

<http://www.epa.gov/epahome/grants.htm>

The EPA provides grant funding in a variety of areas including health education programs, pollution prevention, environmental research and water pollution control.

HHS Health Resources and Services Administration (HRSA)

<http://www.hrsa.gov/grants/default.htm>

HRSA directs national programs that improve health by assuring equitable access to comprehensive, quality health care for all. HRSA includes several key program areas: HIV/AIDS; Primary Health Care; Maternal and Child Health; Health Professions; and Rural Health Policy. HRSA grant programs are among those most likely to fund *Promotor(a)* programs. The following Web site offers links to HHS agencies that maintain funding information on their individual sites:

<http://www.hhs.gov/grants/index.shtml>.

★ **The HRSA Preview** <http://www.hrsa.gov/grants/preview/default.htm> is the primary source for HRSA grant announcements, deadlines and application materials. The online version is easy to use. It is organized by key program areas and includes links to the full application guidance, when available. The HRSA Preview is intended to replace multiple Federal Register notices, although such notices may be used to update or supplement HRSA Preview information.

HRSA Electronic Handbooks are designed to streamline the grants application and administration process and enable applicants and grantee organizations to communicate with HRSA electronically. The Handbook site is secure, but you can reach it by selecting “search current and archived opportunities” on the grants home page <http://www.hrsa.gov/grants/default.htm>. Existing grantees can manage their institutional data and perform post-award activities on their grants. Registration is required.

HRSA Bureau of Primary Health Care (BPHC)

<http://www.bphc.hrsa.gov/grants/>, see the HRSA Preview.

The BPHC provides access to health care services to underserved and vulnerable populations. The BPHC includes, among other units, the Office of Minority and Special Populations.

► **TIP:** If your organization is a Migrant or Community Health Center, you should be aware of opportunities to develop *Promotor(a)* programs through new expansion

and supplemental grants. Review the HRSA Preview and contact your BPHC project officer for details. The BPHC also funds Migrant Health Promotion, and we can help you develop and run your *Promotor(a)* program with our free capacity-building assistance.

HRSA Maternal and Child Health Bureau (MCHB)

<http://mchb.hrsa.gov/grants/default.htm>, see the HRSA Preview.

The MCHB provides discretionary grants, primarily to public and private nonprofit organizations, to provide services to women and children and programs for children with special health needs.

HRSA Bureau of Health Professions

<http://bhpr.hrsa.gov/grants/default.htm>, see the HRSA Preview.

Grants under this Bureau are primarily made to universities, colleges and other training institutions to increase diversity in the health professions, to prepare health care providers to serve diverse populations and to improve the distribution of the health care workforce. Some funding opportunities are also available for students from disadvantaged backgrounds who are pursuing health degrees. Assistance is generally provided through participating schools. For more information about student assistance programs, please see:

<http://bhpr.hrsa.gov/dsa/pages/discipln.htm>

HRSA HIV/AIDS Bureau

<http://hab.hrsa.gov/grant.htm>, see the HRSA Preview.

The Ryan White Comprehensive AIDS Resources Emergency (CARE) Act funds services for individuals living with HIV who do not have the insurance or financial resources to pay for needed care. The HIV/AIDS Bureau has developed programs that focus on the most important issues in HIV/AIDS, including managed care, HIV/AIDS drugs, treatment adherence, data and evaluation, measuring outcomes and reaching the most vulnerable populations. Many of the Bureau's funding opportunities focus on the provision of health services, but they could also fund *Promotores(as)* in combination with the provision of HIV/AIDS services. The site includes information on funding and references the HRSA Preview.

HRSA Office of Rural Health Policy (ORHP)

<http://ruralhealth.hrsa.gov/funding>, or see the HRSA Preview.

These grants are aimed at expanding access to care, coordinating services and improving the quality of health care in rural areas. The Office of Rural Health Policy implements two grant programs, one focused on outreach and the other on building rural health networks. Rural Health Outreach Grants are appropriate for *Promotor(a)* programs. They require formal collaboration with at least two other organizations, and proposals are typically due in the fall of each year (September). Information about the outreach program is available at the ORHP Web site and in the HRSA Preview.

HHS Office of Public Health and Science, Office of Minority Health (OMH)

<http://www.omhrc.gov/> (click on the 'Funding' tab) or call (800) 444-6472

The mission of OMH is to improve the health of racial and ethnic populations through the development of effective health policies and programs that help to eliminate disparities in health. OMH administers grant programs to facilitate community linkages and use resources efficiently. Past grant programs have included Community Programs to Improve Minority Health (CFDA 93.137), the Bilingual/Bicultural Service Demonstration Grants (CFDA 93.105) and the Community Partnerships to Eliminate Health Disparities Demonstration Grant Program (CFDA 93.137), all appropriate funding opportunities for *Promotor(a)* programs. OMH announces new programs on its Web site and in the Federal Register.

HHS National Institutes of Health

<http://grants.nih.gov/grants/oer.htm>

The NIH mission is to uncover new knowledge that will lead to better health for everyone. NIH works toward this goal by conducting research, supporting research by non-federal scientists, helping to train investigators and fostering communication. Most NIH funding opportunities are designed to fund research; however, there may be opportunities for *Promotor(a)* programs to collaborate with universities or other research institutions. The “NIH Guide for Grants and Contracts” is the official publication for NIH medical and behavioral research grant policies, guidelines and funding opportunities. It is available through the Web site, and NIH offers weekly email alerts of funding opportunities.

HHS Substance Abuse and Mental Health Service Administration (SAMHSA)

<http://www.samhsa.gov/grants/grants.html>, or Grants.gov

SAMHSA is the federal agency charged with improving the quality and availability of prevention, treatment and rehabilitative services for substance abuse and mental illnesses. Recurring and one-time grants are listed on the SAMHSA Web site and through Grants.gov. SAMHSA announced in 2005 it will no longer use the Federal Register for grant notices, except in the case of “limited” competitions. SAMHSA has initiated several programs to prevent and reduce substance abuse among minority populations and to integrate HIV prevention services. Some of these are appropriate for *Promotor(a)* programs, although there are significant evaluation requirements. As of early 2005, continuation funding for these programs is uncertain.

Section B: Examples of Foundations

There are several types of foundations, such as private foundations, corporate foundations, grantmaking charities and community foundations.¹ More important than the difference between the types of foundations is your ability to determine whether or not a “match” exists between your program and the foundation’s priorities and funding guidelines. Many foundations provide their current funding priorities, funding guidelines and applications online. Review all of the relevant information the foundation provides, and, if appropriate, talk to a program officer before requesting funding. The Foundation Center’s “Foundation Finder” is a good place to start <http://lnp.fdncenter.org/finder.html>.²

Also, remember that grantmakers in your state, region or community are even more likely to be interested in your work, given their geographic proximity. Building relationships is an important part of successful fundraising. Talk to experienced fundraisers, donors and nonprofit organizations in your area or field of interest; you may learn about new opportunities and establish collaborative relationships for future projects.

★ The foundations described below are meant as examples of grantmakers with a potential interest in *Promotor(a)* programs. Migrant Health Promotion provides the most up-to-date information about opportunities and deadlines through its email group: http://groups.yahoo.com/group/promotora_funding/. You can sign up to receive messages or review past announcements using the Web address provided.

Avon Breast Care Fund

<http://www.avonbreastcare.org/>

The fund is a not-for-profit entity of Avon Products, Inc. Its mission is to provide grants to community-based organizations that promote breast health education, provide access to related services, raise breast cancer awareness and perform community outreach. The grant cycle is one year, and the average grant is \$45,000 per year.

Ben & Jerry's Foundation

<http://www.benjerry.com/foundation/guidelines.html#how-to>

The Ben & Jerry's Foundation offers competitive grants to not-for-profit, grassroots organizations throughout the United States that facilitate progressive social change by addressing the underlying conditions of societal and environmental problems. Grants range from \$1,000 to \$15,000. See the Web site for information and application instructions.

¹ See the Foundation Center Web site (<http://fdncenter.org/funders/grantmaker/index.html>) for more information about types of foundations.

² The Foundation Center maintains very useful and free search tools. However, the Foundation Center charges for access to its full databases. If your organization cannot afford a subscription, the development staff at larger nonprofits, such as universities, or nonprofit support centers may offer some assistance. They might be willing to run simple searches for you or to offer other advice.

Charles Stewart Mott Foundation

<http://www.mott.org/>

Inherent in all of the Mott Foundation's grantmaking is the desire to enhance the capacity of individuals, families and institutions at the local level and beyond. The foundation hopes that its collective work in any program area could lead toward systematic change. The Web site provides detailed information about the foundation's programs – Civil Society, Environment, Flint Area and Pathways Out of Poverty.

Johnson & Johnson Community Health Care Program

<http://www.jhsph.edu/johnsonandjohnson>

The Johnson & Johnson Community Health Care Program supports organizations whose primary goal is to improve access to quality health care for the medically underserved. Proposals from foundations, universities and political advocacy groups are not considered. Priority consideration is given to those organizations seeking support for projects that measurably improve care for the medically underserved, with emphasis on projects affecting women and children, including infants and adolescents. However, consideration is not limited to this program focus. Applications may include geographic restrictions.

The Ms. Foundation for Women

<http://ms.foundation.org/wmspage.cfm?parm1=5>

The Ms. Foundation for Women provides funding in the areas of economic security; health and safety; and girls, young women and leadership. The foundation also supports organizing and public policy advocacy work that cuts across these issue areas. Requests for proposals (RFPs) define the goals, objectives and timetables for each program initiative. The Ms. Foundation does not accept unsolicited requests that are not sent in response to an RFP.

Public Welfare Foundation

<http://www.publicwelfare.org/about/about.asp>

The Public Welfare Foundation pursues a strategy of "service, advocacy and empowerment" for meeting basic human needs and for promoting democratic participation around the globe. Inherent in this strategy is the belief that the people who are most affected by a problem should be involved in developing solutions to address it. First time applicants should follow the instructions on the Web site for submitting a letter of inquiry online or through the mail.

Robert Wood Johnson Foundation (RWJF)

<http://www.rwjf.org/applications/>

The RWJF's mission is to improve health and health care for all Americans, and the foundation has goals and interest areas related both to health and health care. The

RWJF awards grants in two ways. For competitive national programs, the Foundation issues a “call for proposals,” or other invitational announcement. These calls for proposals describe the problem to be addressed, what proposals should include, who is eligible to apply, how the selection process will work and how to apply. Secondly, the foundation also funds unsolicited projects, or “good ideas from the field.” Grants for these projects are made throughout the year. There are no specific application forms or deadlines (see "How to Apply") for unsolicited proposals. See the Web site or contact the RWJF for details.

WK Kellogg Foundation

<http://www.wkkf.org/Grants/>

The WK Kellogg Foundation is a large, national funder with a mission to: "help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." Traditionally, the foundation has an interest in unique or innovative approaches that have a potential for replication in other communities. Kellogg accepts unsolicited proposals under its program areas, and solicits proposals under particular areas of interest. Review the grant guidelines and follow the instructions for applying (both available on the Web site).

- ▶ TIP: Even though foundations like WK Kellogg Foundation are very large, they only fund a small percentage of the requests they receive. Be certain that your program’s proposal matches the foundation’s interests before preparing a proposal.

Part 4: About Migrant Health Promotion



Migrant Health Promotion Inc.

Migrant Health Promotion is a nonprofit health organization. We provide programs and resources to help migrant and seasonal farmworkers and their rural communities work together with health centers, service agencies, growers and policy makers to build stronger, healthier communities. We accomplish this by developing, supporting and evaluating community-based *Promotor(a)* programs.

Migrant Health Promotion is committed to sharing its expertise and resources. Currently, we receive funding to provide capacity-building assistance to Migrant and Community Health Centers free of charge. We can provide consultation and materials to other organizations at reasonable cost and as our resources allow.

Please contact us for more information about the resources we can provide.

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If you have email access, join the *Promotor(a)* Funding Email Group at http://groups.yahoo.com/group/promotora_funding/! Finally, and as always, please let us know what you think of our resources and how we can improve them.